

ORDER



Orders
Order / Rev: 703778 - 1
Alt Order #: 06259619
Product Desc: BILL NELSON FR SENAT
Estimate: 542
Flight Dates: 08/08/12 - 08/14/12
Original Date / Rev: 07/31/12 / 08/02/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Abar Hutton Media/ POL
Buying Contact: Shelli Hutton
Billing Contact:
 6190 Grovedale Court Suite 200
 Alexandria, VA 22310

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Nelson, B/ D / US Senate
Demographic: A35+
Product Codes: PL-US Senate,PL-Federal
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	22	\$13,800.00	\$11,730.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	22	\$13,800.00	\$11,730.00	0.00
Totals	22	\$13,800.00	\$11,730.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WTSP-TV	16%	\$13,800.00
Market	100%	\$86,250.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	28%	\$24,150.00
WFTS	24%	\$20,700.00
WMOR	0%	\$0.00
WTOG	0%	\$0.00
WTTA	0%	\$0.00
WTVT	24%	\$20,700.00
WVEA	0%	\$0.00
WWSB	8%	\$6,900.00
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	08/08/12	08/10/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	--WTF--	:30	3	\$650.00	P-3	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	--WTF--			3		\$650.00		0.00				
2	WTSP	08/08/12	08/10/12	M-F 5-530p 5-530p 10 News	CM	5-530p	--W-F--	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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 Estimate: 542

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WTSP	08/08/12	08/10/12	M-F 5-530p 5-530p 10 News	CM	5-530p	--W-F--	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	--W-F--		2			\$400.00			0.00			
3	WTSP	08/08/12	08/10/12	M-F 530-6p 10 News at 530p	CM	530-6p	--WTF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	--WTF--		3			\$400.00			0.00			
4	WTSP	08/13/12	08/14/12	M-F 530-6p 10 News at 530p	CM	530-6p	MT-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/13/12	08/19/12	MT-----		2			\$400.00			0.00			
5	WTSP	08/08/12	08/10/12	M-F 6-630p 6-630p 10 News	CM	6-630p	--WTF--	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	--WTF--		3			\$500.00			0.00			
6	WTSP	08/13/12	08/14/12	M-F 6-630p 6-630p 10 News	CM	6-630p	MT-----	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/13/12	08/19/12	MT-----		2			\$500.00			0.00			
7	WTSP	08/10/12	08/10/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	----F--	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	----F--		1			\$1,500.00			0.00			
8	WTSP	08/14/12	08/14/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	-T-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/13/12	08/19/12	-T-----		1			\$1,500.00			0.00			
9	WTSP	08/11/12	08/11/12	LN (Sa) Late News (Sa)	CM	Sa 11-1135p	-----S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S-		1			\$800.00			0.00			
10	WTSP	08/12/12	08/12/12	LN (Su) Late News (Su)	CM	Su 11-1135p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S		1			\$1,200.00			0.00			
11	WTSP	08/11/12	08/11/12	Sat 6-630p Sat 6-630p 10 News	CM	Sat 6-630p	-----S-	:30	1	\$350.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S-		1			\$350.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WTSP	08/06/12-08/12/12	Sat 6-630p		Sat 6-630p	-----Sa--	:30		(\$350.00)		0.00	NM		
	Credited [mg line 14]														
12	WTSP	08/12/12	08/12/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S		1			\$800.00			0.00			
13	WTSP	08/12/12	08/12/12	Sun 630-7p Sun 630-7p 10 News	CM	Sun 630-7p	-----S	:30	1	\$400.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S		1			\$400.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WTSP	08/06/12-08/12/12	Sun 630-7p		Sun 630-7p	-----Su	:30		(\$400.00)		0.00	NM		
	Credited [mg line 15]														
14	WTSP	08/11/12	08/11/12	Sat 7-730p Sat 7-730p 10 News	CM	Sa 7-730p	-----S-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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14	WTSP	08/11/12	08/11/12	Sat 7-730p	CM	Sa 7-730p	-----S-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
				Sat 7-730p 10 News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-		1				\$350.00		0.00			
15	WTSP	08/12/12	08/12/12	10 Sports Extra	CM	Su 1135-1145p	-----S	:30	1	\$400.00	P-4	0.00	NM	1	\$400.00
				10 Sports Extra											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S		1				\$400.00		0.00			
													Totals	22	\$13,800.00